PRESS-NEWS
Cleveland, Ohio
September 20, 1962

TV-Radio Jim Frankel

Move Over, Wagon Train! Virginian in Flying Start

The amazing thing about the Virginian is that nobody [illegible]

Where There's Smoke

I could not see the CBS Reports (7:30, Ch. 8), "The Teen-Age Smoker," because of the Virginian, but I think CBS deserves a nudge for courage, considering that many of its advertisers are cigaret companies. For last night's show, however, the sponsors were Dodge and Maxwell House coffee.

An agent of mine who did watch reports that the show was informative, fair and useful to parents as well as teens. My agent, I might add, gave up smoking after years on the chain gang.

George V. Allen, president of the Tobacco Institute Inc., in a telegram to CBS President Frank Stanton, said: ". . . The program was a one-sided presentation against tobacco. My own participation was obtained by misrepresentation both as to purpose and content of the show."

Incidentally, you will not see any smoking on the Virginian. These are orders from one of the show's eight sponsors (with at least that many interruptions), Liggett & Myers, according to Producer Charles Marquis Warren.

"They didn't say why," Warren told a reporter. "Maybe they know something I don't know. But they were very nice about it all. They did say please."

NEWS-CALL BULLETIN
San Francisco, California
September 20, 1962

TV TODAY

Virginian Falls Flat

By FRED STORM

I'm about ready to turn in my cartridge belt and [illegible]

[illegible] is seen over Channel 4, 7:30 to 9.

★ ★ ★

"CBS REPORTS" brought a thought-provoking program to TV viewers Wednesday night over Channel 5, 7:30-8:30 on the effect of cigaret smoking on health. Although billed as a documentary on teen-ager smoking the subject covered persons from 8 to 80.

As usual, opinions of the experts were divided but I venture to say that the facts and figures submitted to the audience scared the daylights out of millions who enjoy a drag now and then on their favorite brand, despite the contention of some outstanding medicos that it has not yet been clinically proved that Lady Nicotine is the sole villainess in the high incidence of lung cancer and heart disease.

Dr. Harry Green, professor of pathology at Yale, for instance, holds that lung cancer is not due to smoking but to air pollution, constitution factors, and a person's susceptibility to cancer.

As for the teen-agers on the program, they just didn't seem to give a damn. Warned that smoking could cut 10 years from one's life, their attitude was summed up in "So what? What's 10 years?" The program left the viewers with the feeling that it won't be too long before Uncle Sam tries to do something about cigaret consumption. However, he'll have a fight on his hands, make no mistake about that, even though there is now some restrictive legislation on tobacco in the works.

I must confess that I chain-smoked during the entire program, and no filter tips, either. Dr. Ernest A. Victor, one of the panelists, a high priest of hidden neuroses, would say that I smoked to relieve anxiety and tension. And he'd be so right.

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